

Executive Summary

The Campaign: Our first of the two kick-off/orientation meetings for the CEC are September 17 & 24. As expected with this all-star line-up, the meetings don't fit everyone's schedule so we will do individual follow-up with those unable to attend. We will begin making our "flooring asks" of the DMWWPF "family" following those meetings.

Kate, Hannah and I met with Debi Durham, the head of the Iowa Economic Authority and their General Counsel Tim Whipple, who happens to be a neighbor of the Park. Both were very supportive and identified some additional areas – programs that we can get plugged into for possible additional funding. We have followed up with them and are now working with setting up meetings with the people/programs they have referred us to.

Implementation & Design: We met with the Gray's Lake/Meredith Trails Advisory Committee and had some great discussion around how we might work together to make sure each Park's master plan's would complement each other and create an even greater urban green space. We specifically discussed the connector between the two parks, and how that would impact each side of Fleur. We are exploring how Confluence (who is updating their master plan) and RDG can integrate the design process for the connector and possibly influence each parks master plan on a wider scale and timeframe.

We are finalizing our RDG contract and meeting later this week to kick-off the process. A big thanks to all involved, but especially Tom Farr for his diligent work on all our agreements.

DMWWPF/DMWW Agreement: We have submitted an initial draft to Graham Gillette and Bill Stowe at DMWW for their initial thoughts. The intent of the agreement is to better define how we work together to implement the Master Plan and further addresses some of the issues raised by funders and DMWW and DMWWPF Boards.

Governance: Claudia has board nomination forms available for those who have expressed interest in joining the board. The Governance Committee will present a slate of officers for FY 2016 at the next Board meeting.

Events: Attached is an explanation of our event strategy authored by Marketing Committee Chair, Kathryn Dickel. Some questions were raised by the DMWW Board at recent meetings about why we conducted events in the Park, Kathryn's thoughtful response is covered in the attachment.

Minutes & Financials: Attached from September 11 DMWWPF Board meeting.

As always, if you have any questions or comments, please feel free to contact me.

Warm Regards,

Sam Carrell
Acting Executive Director
515.240.7993



Water Works Board of Trustees,

I would like to take a moment of your time to address some concerns brought up at the Planning Meeting on July 7. I apologize for my absence at the meeting and the delay in getting you these insights but this is an extremely busy time of year at MIDWESTIX and I have to bow to one master at a time as it were.

I was recently able to listen to the entirety of the meeting, in addition to the recent Finance and Audit meeting you conducted on August 11, and wanted to specifically address the concerns around the Foundation's energy into events and programming. As the board member who accepted the responsibility to execute this part of our strategic plan, I feel it might be helpful for me to lay out the reasoning around this strategy as it wasn't communicated fully at the July 7 meeting. The events strategy (specifically LAUNCH) was developed in direct relation to the goal of raising funds and executing the Master Plan. It is not a side project to keep board members busy who can't be or are not involved in development. I personally contribute significant amount of time to traditional development practices in addition to executing the events strategy. It is, in reality, a critical part of getting where we need to be. This is why and how we are achieving our development and implementation goals through events/programming:

Awareness of the Park.

We have had a chance, through the feasibility process, to hear questions and feedback from major donors. Among this feedback were several mentions from potential high profile donors of the lack of traffic in and awareness of the Park. Essentially the critique was: 'Why would we invest in a park no one uses or knows exists, especially in light of more high profile community projects.' The Board realized that we could work to mitigate this concern, and support the overall case for investment, by increasing usage and awareness in the park through programming/events. Considering that the changes brought to bear by the Master Plan, and thus the increased traffic we will see because of them, are several years away, increased programming is the easiest way to build the vitality, and thus the viability of the Park project as a whole alongside a lengthy fundraising and implementation process.

As an additional note, LAUNCH and events produced in the Park by third-party producers have brought significant press about the Park and the Master Plan to public and donor community. This type of marketing support alone would have cost the Foundation 3-5 times the amount of money we spent to produce the events had we marketed the Master Plan on its own through paid marketing efforts.

Bringing in Donors with a Programming Focus.

LAUNCH specifically brought in three donors and two major strategic partners to our project and the park. Mid-American Energy, Veridian Credit Union and Scheel's provided financial support which meant this event was revenue-neutral for the Foundation, in other words, we didn't use any significant current funds from the Foundation to produce the event.

As I'm sure you're aware, not every donor is going to be interested in infrastructure investments, so programming investments such as LAUNCH, allow us to engage these organizations in our project in a way that meets their needs so we can leverage their involvement with other donors. These financial

investors indicated a desire to continue to build on the relationship and investment that was initiated through LAUNCH. Our other partners, Metro Planning Organization and Des Moines Public Art Foundation, also have expressed interest, or indeed engaged in helping, the Foundation access grant funding that will be crucial in meeting our Master Plan goals.

Build the Water Works Relationship.

As was mentioned at the Planning Meeting, significant questions remain about how our two organizations will work together to implement the Master Plan. These questions exist as both relational and practical matters. In my view this is where events/programming are the most valuable for the Foundation and Water Works as they provide low-impact opportunities to make policy, work logistics together, manage resource issues, leverage communications, make mistakes and ultimately realize success as a partnership. If we cannot successfully “struggle” to implement an event, food cart program or temporary signage how can we hope to take on the heavy lifts the Master Plan requires. To borrow a metaphor from my industry; let’s get in a couple of rehearsals before we hit the main stage.

I do want to reemphasize Kate Byus’ comments that this strategy has in no way distracted the Foundation from the traditional development process we are engaged in with RGI and our advisory council members. In my view, missed opportunities to communicate with stakeholders are simply the result of a large project being initiated with a small paid staff and a large volunteer board, not because of a focus on events and programming. We are working to address those communication shortfalls (this letter as an example) and moving forward aggressively to build the relationships, through multiple channels, that will realize the Master Plan in its entirety.

I know I speak for all my colleagues when I say that we, as board members, are accessible for a conversation about any concerns and ideas you have going forward so don’t hesitate to reach out.

Kathryn Dickel
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Serving the Des Moines Water Works Park Foundation as Board Member, Marketing Committee Chair, Development and Governance Committees.

DES MOINES WATER WORKS PARK FOUNDATION
Board of Directors Meeting
Friday, September 11, 2015 - DMWW 12:00 - 1:30
Minutes

Attendees: Katie Gillette, Ryan Hanser, Ryan Flynn, Kathryn Dickel, Dave Carlson, Marc Wallace, Randy Reichardt, Zac Voss, Tom Farr, Hannah Inman, Claudia Schabel, Kate Byus (Phone)

Staff/Guests: Sam Carrell – DMWWPF, Josh Faber - RGI

I. Welcome/Call to order/affirm agenda

- The meeting was called to order at 12:05 PM, by DMWWPF President Zac Voss on Friday, September 11, 2015 at the Des Moines Water Works Administrative Building, 12 members were present and members received notice of the meeting

II. Approve previous minutes

- The meeting minutes from the board meeting held on Friday, August 14, 2015 were handed out prior to the meeting and reviewed by the board.

Motion: Dickel motioned to approve last month's meeting minutes. Seconded by Carlson. **APPROVED.**

III. Finance/Treasurers Report

- Voss asked for the treasurer/finance report to be moved to the front of the agenda. Flynn & Farr reviewed the financials and reported that all bills were paid with exception of agreed deferrals with RGI and Carrell. \$85,000 in Capital Funds had been received and a line of credit was being explored for use later on if necessary.

IV. Board Development:

- Faber & Byus shared updated Campaign Organizational chart and reviewed the agendas for the upcoming campaign meetings on the 17th and 24th. Faber stated the CEC was continuing to evolve and grow and while not everyone was able to commit, all were supportive and positive.
- Faber addressed board involvement in campaign and capital campaign giving, involving all members even if they were not on the CEC, differentiating a capital gift vs. an annual operation gift, explaining the process we would go through for the board pledges and stating each board member should contemplate a 3-5 year gift that was personally significant. A discussion involving several members in regard to whether the Board should set a minimum, adopt a give/get policy, etc., were discussed. Several options and experiences were shared, but led to the general conclusion was that no requirement for board giving should be

imposed at this point. Faber explained that each Board member (and partner/spouse when appropriate) will be asked in the same respectful manner all asks are made and the board member can make their commitment at that time.

- Faber is working with Carrell to determine the software we should purchase to track campaign information. He stated we should do so whether we use the Community Foundation's services or not.

V. Presidents Report

- Voss thanked Faber, Carrell and RDG for their patience as we moved through the process of getting the contracts and funding secured.
- Voss explained where we were in the RDG contract for conducting our conceptual and preliminary design processes for our "design with confidence" approach to run parallel with our fundraising. We are making sure the language is consistent with DMWW requirements as well, because although they are not a party to this first contract, the final design and construction process contract will require their joint signature so we are making sure to align the language now for consistency later on.
- Voss reported that we are also working through a draft operational agreement with DMWW that will further detail the principles laid out in our MOU, address details around gift use, etc. It has been distributed to our board and DMWW Board Chair Gillette and Stowe for initial review and comments. Voss indicated Gillette had stated he would try to work through it quickly so as not to impede fundraising. Dickel asked Wallace and Carlson about their involvement in helping facilitate the operational agreement. They acknowledged that there were some communication issues from the DMWW side of things as well and they were working on them as they were concerned about the appearance of micromanagement. It was determined we should add an agenda item for Carlson and Wallace to make a DMWW report at each DMWWPF board meeting. It was also suggested as DMWW board members that they weren't always aware of each issue or action. To address this Dickel suggested that we formally request an Ex Officio DMWW staff member attend our monthly Board meeting to further facilitate better communication at all levels.

Motion: Dickel moved to request that DMWW assign an ex officio DMWW staff member to attend our monthly board meetings. Seconded by Flynn. **APPROVED.**

- Voss shared the outcome of our meeting with the Gray's Lake/Meredith Trails Advisory Committee. The topics discussed included how we could partner with them to collaboratively develop the connection between Gray's Lake and Water Works Park and make sure the master plans for both parks could complement each other and result in an even better and bigger urban green space. The meeting went well and we are exploring how they and their master plan contractor (Confluence) could work with us and RDG in the design process to assure collaborative efforts.

- Voss thanked the Board and the Executive Committee for their time and efforts to conduct the Executive Director's review.

VI. Additional Committee Reports

i. Marketing/Communication – Kathryn Dickel

- On stand-by to support Campaign Materials development and will implement branding process when funding necessitates it. Will begin possible planning for LAUNCH 2016 in the next few months.

ii. Governance - Claudia Schabel

- The officer's' slate for FY 2016 will be introduced at the October Board Meeting and the Governance Committee is finalizing it in the next few weeks. If anyone is interested in any of the leadership positions let her know right away.

iii. Users & Implementation Committee chairs absent.

iv. Finance & Development Committee reports given earlier in agenda.

VII. Old Business

- Gift Acceptance Policy & Donor Recognition Agreement. Originally introduced at July board meeting, there was a short discussion regarding donor exclusion. Faber and Carrell pointed out that it did include safeguards for both DMWWPF and DMWW to reject any gift sources that were deemed inappropriate.

Motion: Wallace moved to accept Gift Acceptance Policy and Donor Recognition Agreement. Seconded by Gillette. **APPROVED.**

- Governance – Leadership 2016 – Covered in Governance Committee Report.

VIII. New Business

- DMWW/DMWWPF Agreement – covered in President's Report.

IX. Adjourn and to move into Executive Session.

Motion: Hanser moved to adjourn. Seconded by Flynn. **APPROVED.** Meeting adjourned at 1:41 pm.

Des Moines Water Works Park Foundation YTD August 2015 Financial Summary

Statement of Activities:

General Operations:

- YTD Contributions consist primarily of contributions from an anonymous donor (\$85k), an individual donor (\$25k), Board members and their related companies (\$18k), and corporate contributions (\$10k).
- Revenue of \$2k represents advertising revenue from rental of space on towers located along Fleur Drive.
- Outside Contract Services (Human Resources) represents fees paid to acting Executive Director.

Launch Event:

- We were very close to our financial goal of breaking even on the event. We received \$12,900 of event sponsorships and other revenue and incurred event production expenses of \$13,700.

Leadership Grant Funds (Feasibility Study):

- YTD we have incurred \$14k of expenses for Outside Contract Services (Renaissance Group) and \$4k for Printing related costs. These expenses were related to preparation of the feasibility study.

Statement of Financial Position:

- We ended August 2015 with cash in banks of about \$99k, of which \$85k is specifically restricted for project design fees. We began 2015 with a cash balance of \$43k.

Deferred Expenses:

- As of August 31, 2015, we have approximately \$25k due to Renaissance Group that is not included in the attached financials.

6:13 PM

09/09/15

Cash Basis

Des Moines Water Works Park Foundation
Statement of Activities
 January through August 2015

	Capital	General	Launch	Leadership Grant Fund	TOTAL
Ordinary Income/Expense					
Income					
43200 · Contributions	85,000	53,644	12,570	0	151,214
43300 · Revenue	0	2,310	360	0	2,670
Total Income	85,000	55,954	12,930	0	153,884
Expense					
50100 · Human Resources	0	60,750	0	13,791	74,541
61000 · Advertising & Promotional	0	0	1,200	0	1,200
62100 · Professional Services	0	500	0	0	500
62800 · Facilities and Equipment	0	1,153	0	0	1,153
65000 · Operations	0	4,536	200	4,321	9,056
68300 · Travel and Meetings	0	75	0	35	110
69000 · Event Production	0	90	12,304	0	12,394
Total Expense	0	67,104	13,704	18,147	98,954
Net Ordinary Income	85,000	-11,150	-774	-18,147	54,930
Net Income	85,000	-11,150	-774	-18,147	54,930

Des Moines Water Works Park Foundation
Statement of Activities
August 2015

	<u>Capital</u>	<u>General</u>	<u>TOTAL</u>
Ordinary Income/Expense			
Income			
43200 · Contributions	85,000	0	85,000
Total Income	85,000	0	85,000
Expense			
50100 · Human Resources			
50130 · Outside Contract Services	0	8,250	8,250
Total 50100 · Human Resources	0	8,250	8,250
62100 · Professional Services			
62110 · Accounting Fees	0	500	500
Total 62100 · Professional Services	0	500	500
62800 · Facilities and Equipment			
62840 · Equip Rental and Maintenance	0	200	200
Total 62800 · Facilities and Equipment	0	200	200
Total Expense	0	8,950	8,950
Net Ordinary Income	85,000	-8,950	76,050
Net Income	<u><u>85,000</u></u>	<u><u>-8,950</u></u>	<u><u>76,050</u></u>

Des Moines Water Works Park Foundation
Statement of Financial Position
As of August 31, 2015

	<u>Aug 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Bankers Trust Business Checking	98,665
Total Checking/Savings	<u>98,665</u>
Total Current Assets	<u>98,665</u>
TOTAL ASSETS	<u>98,665</u>
LIABILITIES & EQUITY	
Equity	
31300 - Perm. Restricted Net Assets	16,982
32000 - Unrestricted Net Assets	26,754
Net Income	54,930
Total Equity	<u>98,665</u>
TOTAL LIABILITIES & EQUITY	<u>98,665</u>